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CONSUMER TIME

C762

TWELFTH ANNIVERSARY

NETWORK: NBC

DATE: June 9, 1945

ORIGIN: WRC

TIME: 12:15-12:30 PM- EDT

(Produced by the War Food Administration...this script is for reference only and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of the program....presented for twelve years in the interest of consumers.)

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL

2. JOHN: It's CONSUMER TIME!

3. SOUND: CASH REGISTER....CLOSE DRAWER!

4. ANNCR: During the next 15 minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the War Food Administration.

5. MUSIC: AFTER OPENING...HOLD AND FADE...HOLD UNDER.

6. JOHN: Today, CONSUMER TIME celebrates its twelfth anniversary.

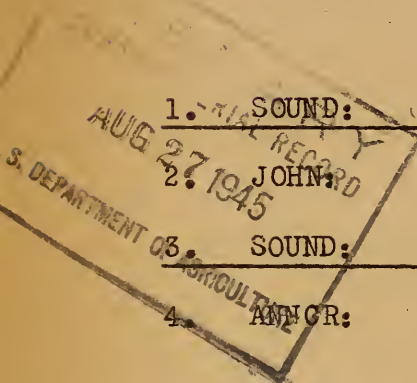
7. FREYMAN: Twelve years on the air this month, June 1945.

8. JOHN: A lot has passed in those twelve years...depression...recovery ...war...and now we're on our way to a great world victory.

9. MUSIC: SNEAKS OUT ON FOLLOWING.

10. FREYMAN: During these dozen years...vastly important years in the life of a nation, all of us have had to face many changes...changes in our way of living; in our economic life. The food we eat, the clothes we wear, the houses we live in...these things have changed many times over in these last dozen years.

11. JOHN: It is in the interest of bringing our listeners the timely story of these many changes...the story of what they mean to us in our way of life, that we have presented for twelve years...and will continue to present over this network ...CONSUMER TIME!



12. FREYMAN: Johnny, do you remember how things were back in 1933? What people were thinking? What the headlines were saying? It seems very long ago and far away.
13. JOHN: Suppose we slip back through those 12 years and find out, Mrs. Freyman... Let's pick up an old newspaper...a paper dated June 1933...(FADE)
14. MUSIC: SNEAKS INTO MIDDLE OF ABOVE WITH "WHO'S AFRAID OF THE BIG BAD WOLF". CROSS FADE WITH JOHN. HOLD TUNE FOR BRIEF BRIDGE.
15. MAN: (IN SORT OF HEADLINE VOICE) Walt Disney has just released his latest "Silly Symphony" in color..."The Three Little Pigs".
16. MUSIC: GOES INTO POPULAR 1933 TUNE.
17. WOMAN: (READING TONE OF VOICE) The new swimming pool at the White House has just been completed. The President took a 30-minute swim before dinner. (SLOW FADE) The pool was built by popular subscription of 15 thousand dollars...
18. MAN: The National Aeronautic Association has made its award for the greatest achievement in American Aviation for the year 1933... to Glenn L. Martin for its new Army bomber which speeds through the air at 200 miles an hour...and which can carry as much as two tons of bombs.
(THIS ROUTINE IN A SORT OF MODIFIED RAPID FIRE)
19. WOMAN: The N I R A came up for the President's signature that summer...
20. MAN: The first ten states ratified the twenty-first amendment for the repeal of prohibition.
21. WOMAN: And everyone was talking about the big heavy two-and three-quarter pound novel just out...entitled...Anthony Adverse.
22. MUSIC: UP AND DOWN
23. JOHN: These were headlines in June 1933.
24. FREYMAN: Yes, Johnny, and I do remember that CONSUMER TIME put on a special show about the Consumer's Role in National Recovery.

1. The first thing I noticed when I stepped out of the plane was the cold air. It was a sharp contrast to the warm, humid air of the tropics. I shivered slightly, pulling my coat closer. The ground below was a vast, flat expanse of green, dotted with small, dark patches. In the distance, a range of low, rolling hills could be seen under a pale, overcast sky. The silence was absolute, broken only by the distant hum of a plane and the occasional rustle of leaves. I took a deep breath, feeling the cool air fill my lungs. It was a strange sensation, being so far from home, yet feeling a sense of peace. The world seemed so different here, so quiet and so vast. I looked down at my feet, which were still in the same old shoes I had worn for years. They felt like old friends, reliable and sturdy. I took a few more steps, feeling the soft grass beneath my feet. The air was so fresh, so clean. It was a relief, a moment of clarity in a world that often felt so chaotic. I closed my eyes for a moment, savoring the moment. When I opened them again, I saw a small, white building in the distance. It looked like a simple, one-story house, but it stood out against the green landscape. I walked towards it, feeling a sense of purpose. The path was not marked, but I knew it was there. I followed it, feeling the sun on my face and the wind in my hair. It was a journey of discovery, a quest for something new. I knew I would find it, I was sure. The building was just what I needed, a place to rest and reflect. I walked up to the door, feeling a sense of anticipation. I turned the handle and stepped inside. The interior was simple, but it felt like a home. There was a small table and a few chairs, and a window that looked out onto the landscape. I sat down, feeling a sense of calm. The world was so different here, so quiet and so vast. I closed my eyes and took a deep breath. It was a moment of peace, a moment of clarity. I knew I was exactly where I needed to be.

25. JOHN: National recovery. Yes, this country had just gone through the worst year of the whole depression.
26. FREYMAN: And a ray of hope was beginning to shine...remember..."prosperity just around the corner?"
27. MUSIC: POPULAR TUNE OF 1934...IN UNDER ABOVE. HOLD UNDER. NO PAUSE FOR BRIDGE.
28. JOHN: Yes...but the June of the next year, 1934...things looked very bad for the agriculture of this country.
29. FREYMAN: Why was that, Johnny?
30. MUSIC: (A LITTLE MORE NOTICEABLE, UNDER FOLLOWING)
31. MAN: The entire Midwest is parched, burned, dry... Farmers watch their cattle literally dying of hunger and thirst.
32. WOMAN: The Middlewestern farm states have gone five full months without rain. The country is faced with a food shortage.
33. MUSIC: ACCENT CHORD BETWEEN SPEECHES...BUT BARELY PERCEPTIBLE PAUSE BETWEEN.
34. MAN: Lake Michigan is at its lowest ebb in ten years. The Mississippi is lower than ever before in history.
35. WOMAN: Airplanes have to climb 5,000 feet to get above the yellow clouds of dust rising out of the Dust Bowl.
36. MAN: The Government has appropriated 525 million dollars for farm relief of drouth stricken farmers.
37. MUSIC: IN STRONG FOR VERY BRIEF BRIDGE.
38. FREYMAN: But in some other places, production was pretty good that month of June, wasn't it, Johnny?
39. JOHN: If you mean the Dionne Quintuplets, you're right, Mrs. Freyman! It was in June 1934 that Cecile, Yvonne, Marie, Emily, and Annette Dionne, made their appearance before an astonished world. And this month, 1945, they're eleven years old...all five of them

40. MUSIC: UP AND DOWN.
41. FREYMAN: Well, Johnny, what was broadcast on CONSUMER TIME in that June eleven years ago?
42. JOHN: There was a program on the Farm Housing survey. And we also told listeners about the drouth situation in the country... discussing the effect of the drouth on our food supply.
43. MUSIC: BRIDGE GOES INTO 1935 TUNE.
44. JOHN: Now, 1935...The big headlines that June...let's see...
45. MAN: The Supreme Court declares the N R A unconstitutional!
46. MUSIC: UP AND DOWN.
47. JOHN: Remember the blue eagle?
48. FREYMAN: Yes indeed I do! Now let's see...in 1935 we were full steam ahead, weren't we, toward national recovery?
49. JOHN: Yes, we were moving along. Oh, and there was another headline from back in June 1935.
50. MUSIC: OUT.
51. WOMAN: Mrs. Roosevelt spends night in Washington.
52. MUSIC: SOFTLY
53. FREYMAN: (LAUGH) That was news!
54. JOHN: And now, 1936...well, headlines that June were all taken up with the nomination of the Democratic and Republican candidates for President of the United States.
55. MUSIC: OUT.
56. MAN: (CHAMBER) Franklin D. Roosevelt!
57. WOMAN: (CHAMBER) Alfred M. Landon!
58. MUSIC: FAST SPIRITED. CONVENTION THEME 1937. THEN INTO POPULAR TUNE OF DAY...HOLD UNDER...SLOW FADE OUT.
59. JOHN: Then 1937...summertime...

60. WOMAN: (WITH FAIR AMOUNT OF EXCITEMENT, THOUGH READING) The Golden Gate bridge in San Francisco is open. The President, sitting at his desk in Washington, pressed a button that flashed a green light, which officially opened the Golden Gate bridge.
61. JOHN: (SLIGHTLY SOTTO) And another headline.
62. MAN: Doctors believe they have found a phenomenal new cure for many bacterial diseases in the new medical discovery...Sulfanilamide
63. MUSIC: ACCENT CHORD.
64. WOMAN: Sulfanilamide, said one doctor, cures certain types of pneumonia, typhoid, scarlet fever, meningitis!
65. MAN: Said another doctor...we have only scratched the surface of Sulfanilamide.
66. MUSIC: FILLS ONLY SLIGHT PAUSE...HOLD UNDER AND SNEAK OUT UNDER JOHN'S SECOND SPEECH.
67. JOHN: Also in June 1937, Wallis Warfield Simson married Edward, Duke of Windsor.
68. FREYMAN: That was the year civil war began in Spain...and the Japanese "incident"...the undeclared war...began in China.
69. JOHN: But still there was no shadow of war over the U.S.A.
On CONSUMER TIME that June we told about some good dishes to serve in hot weather...and another program was about the plentiful foods for the month of June.
70. FREYMAN: Back in 1937...well, we probably used such antique expressions as beefsteak smothered in onions. And talked about butter by the tablespoon and sugar by the pound.
71. JOHN: We got over that fast enough, you'll see! The next year was 1938...we'd been on the air five years by then you know.
72. MUSIC: FLAT FOOT FLOOGIE THEME...HOLD UNDER FAINTLY.
73. JOHN: Americans were humming Flat Foot Floogie that summer. And doing a dance called trucking.

74. MAN: (SLIGHTLY PROCLAMATORY, NOT CONVERSATIONAL) Everybody was talking about the second depression...the recession it was called...which was beginning to become fearsomely evident.
75. MUSIC: MARTIAL...SLIGHTLY OMINOUS.
76. MAN: Across the ocean, Britain was desperately trying to build a Royal Air Force to match Germany's increasing air strength.
77. WOMAN: In Czechoslovakia, every citizen was required by law to possess a gas mask by the end of June.
78. MAN: In Germany, a man called Adolf Hitler was staying up until four in the morning, studying designs and plans for a new and greater Berlin. A magnificent capital, worthy of the greater Germany to come.
79. JOHN: (LOWER...MORE TENSE) Here in the U. S. a group of men known as the Dies Committee was formed to investigate un-American activities. The words Fifth Column were becoming familiar to everyone.
80. MUSIC: IN STRONG AND OUT.
81. FREYMAN: But there was actually very little talk of a war that would affect this country. I remember, we told CONSUMER TIME listeners what to do about wool-eating insects. And we told consumers how they are protected by weights and measures standards!
82. JOHN: Nice peaceful subjects...
83. FREYMAN: Then 1939, Johnny...
84. JOHN: Headlines that June...well...
85. MUSIC: SOFT POMP AND CIRCUMSTANCE UNDER...
86. MAN: King George VI and the Queen of Britain...visit the United States. The first British sovereign ever to visit American shores!
87. MUSIC: CHORD AND OUT.

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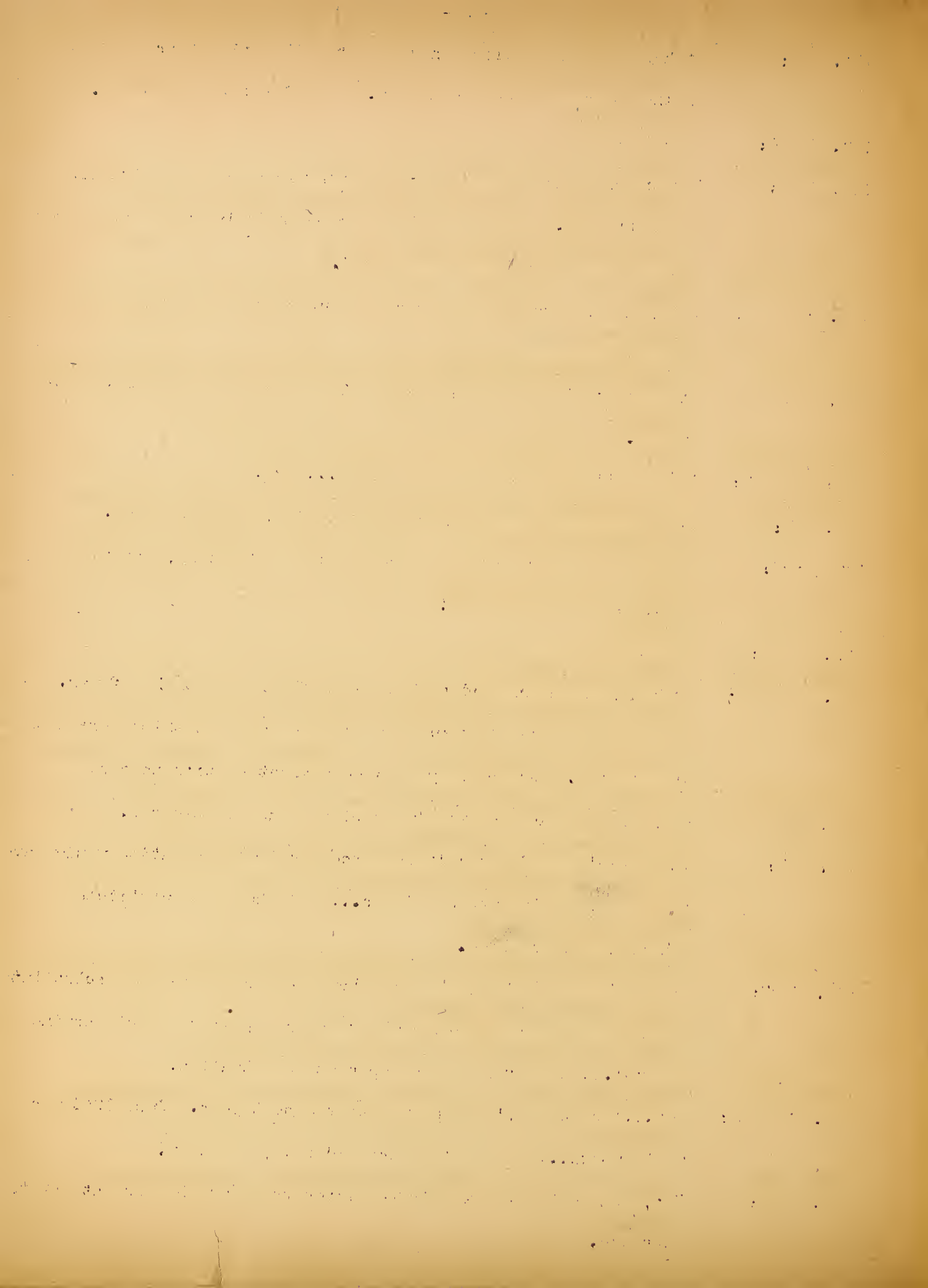
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It is important to note that the above information is for informational purposes only and should not be used for any other purpose.

88. JOHN: Then there were big headlines too that month...remember the Squalus disaster.
89. MAN: (COMMENTATOR) The U. S. Submarine Squalus...has sunk off the coast of New England. Twenty-six men lost; thirty-three men saved...by an ingenious rescue bell.
90. MUSIC: UNDER.
91. WOMAN: The New York World's Fair was drawing record crowds. People voted the industrial exhibits their favorites.
92. MUSIC: BRIEF BRIDGE.
93. FREYMAN: In Europe the war clouds were gathering. People began to talk hopefully of "Peace in our time".
94. MAN: The Germans were massing troops on the Polish border. The Poles optimistically tried to overlook this action.
95. FREYMAN: That summer, Johnny,^{we}/were discussing on CONSUMER TIME, our National Health needs...we also talked about school lunches...and about the food situation.
96. MUSIC: UP BRIEFLY AND HOLD UNDER...1940 POPULAR TUNE, MINOR IT INTO SOMETHING MORE OMINOUS.
97. MAN: The United States faced the first shocked realization that the only thing standing between us and Adolf Hitler...might soon be an Atlantic Ocean which was getting smaller by the hour. The Allies were losing the war.
98. WOMAN: In June 1940, France fell. Norway fell. Italy entered the war.
99. MAN: America, bewildered, began to prepare for defense.
100. JOHN: We had pitifully few planes...and too few trained men to make them.
101. FREYMAN: The Allied forces were isolated in Flanders.
102. MAN: June 1940 marked the heroic evacuation of Dunkirk.
103. WOMAN: In the U.S.A., Henry Ford announced that he could produce one thousand planes a day.

104. MUSIC: STRONG...SHORT BRIDGE.
105. FREYMAN: Then, in the month of June, 1941, Johnny...
106. JOHN: We were waiting for Germany to fire the first shot, remember?
We weren't thinking much about the Japs. Said we'd settle with them after the war in Europe was over.
107. MUSIC: SNEAKS IN UNDER FOLLOWING.
108. MAN: American production was getting underway. Industry began to face a severe shortage of steel, aluminum, rubber and zinc.
109. FREYMAN: Consumers began to find it difficult to get a lot of luxuries they'd been accustomed to...
110. JOHN: That June of 1941, the President's famous fireside words were still ringing in the country's ears..."I have tonight issued a proclamation that an unlimited national emergency exists..."
111. MAN: But still in the magazines that June, vacationists read full-page travel ads. "Twenty-four day cruise to Quito, Ecuador, via the Panama Canal! Luxurious ships to Bermuda...with swimming pools and dance orchestras! A Caribbean cruise to South America...leaving every Friday from the Port of New York...
112. JOHN: But the war loomed closer.
113. WOMAN: Prices began to climb up and up on food and other commodities...
114. JOHN: That June the columnists were saying that ~~one~~ more sinking of an American ship and we'd declare war on Germany.
115. FREYMAN: And we began to go war-minded on CONSUMER TIME, too, Johnny. We had our first Victory Garden show, June 1941.
116. MUSIC: BRIDGE...A 1942 NUMBER.
117. JOHN: Now June 1942.
118. MAN: (OMINOUS) The Atlantic submarine war...has been bitterly lost by the United States!
119. FREYMAN: And other headlines.
120. MUSIC: OUT.

121. MAN: It has been officially announced that the British are defeated in the Libyan Desert, in Africa. Rommel has taken Tobruk.
122. MUSIC: UP AND DOWN.
123. JOHN: But on the home front, America began to achieve her miracles of production. By June 1942, we were producing more war planes than any other nation in the world.
124. FREYMAN: Talk, then, I remember, was all about where the second front would be.
125. JOHN: The cities along the East and West Coasts were dimmed-out that summer.
126. FREYMAN: And the big headlines of the month...were...
127. MAN: Jimmy Doolittle tells all about his air-raid over Tokyo.
128. JOHN: The United States wins the great battle of Midway, and the battle of the Coral Sea!
129. MUSIC: MARTIAL.
130. FREYMAN: At home, Americans had tasted their first six months of war. We were beginning to find out that summer vacation trips were a thing of the past. How could you go on a vacation with no gas?
131. JOHN: Of course there were the lucky people who had X-cards.
132. MAN: The Secretary of Agriculture announced that the nation would have to get along without some foods...would have to substitute others in their place.
133. JOHN: And on CONSUMER TIME, we told about some of these food substitutes. And we also told listeners about sugar supplies, about wartime control...and about the transportation situation.
134. FREYMAN: Yes...and now let's skip over to the next year. June 1943 was a big month...we were 10 years old then, you know.
135. JOHN: Yes, and we had to explain to listeners about the current potato shortage.



136. FREYMAN: As I remember, that was bad. And then everybody cheered up when the Secretary of Agriculture announced that there were 363,000 acres of potatoes about ready to harvest!
137. MUSIC: UNDER.
138. MAN: That June, people were already talking "invasion".
139. JOHN: The Office of War Mobilization was formed, with Jimmy Byrnes as head.
140. WOMAN: And the nation was beginning to feel what it was like to go short of certain foods...of refrigerators and baby carriages. And the laundry situation was a real crisis.
141. MUSIC: OUT.
142. JOHN: I remember we had a broadcast that June on how to do your laundry at home.
143. FREYMAN: Yes, and we were swamped with letters asking for our booklet on home laundering!
144. MUSIC: FAINTLY UNDER.
145. MAN: That June 1943, the headlines were full of the brand new wonder drug called Penicillin...less harmful than sulfa, they said.
146. WOMAN: But it was available in only the smallest quantities. Would there ever be enough Penicillin to do any good?
147. MUSIC: FOR BRIEF BRIDGE FADE OUT UNDER.
148. JOHN: Another headline...
149. MAN: Bing Crosby turns over his million dollar race track to the manufacture of war planes.
150. WOMAN: The Zoot Suit War is raging in Los Angeles.
151. MAN: That June the U. S. had two million men on duty overseas.
152. MUSIC: BRIDGE
153. JOHN: Well, I guess we pretty well remember the rest then, don't we Mrs. Freyman?

154. FREYMAN: Yes, June last year marked one of the great moments in history...
The invasion of Europe by the Allied Forces. D-Day, June 6, 1944
155. JOHN: Yes, and it was then too that the first terrifying robot bombs
and
roared over the channel/explo^ded on England.
156. MUSIC: BRIDGE AND OUT.
157. FREYMAN: Well, Johnny...these last twelve years have been tumultuous
ones...history making ones.
158. JOHN: Yes, and this June 1945 is the brightest one we've had in a long
time. We've still got a tough war to win, but we're old ex-
perienced hands now, and we're simply going about what we have
to do, some 21 million strong.
159. MUSIC: UNDER.
160. FREYMAN: Well, CONSUMER TIME friends, so ends our twelfth anniversary
program. During these past 12 years, we have been proud to
bring you this broadcast, as a public service feature of the
National Broadcasting Company. We are glad to be able to
do in the future.
161. JOHN: And we do want to take this opportunity to thank you, our listen-
ers for your many, many letters.
162. FREYMAN: And speaking of taking opportunities, Johnny, I'd like to say,
friends, that "Johnny" on today's program is really Ken Banghart,
who has played Johnny on CONSUMER TIME for _____ years. He
recently left the program to be with NBC in New York...but
consented to come to Washington today to be with us on our
anniversary show.
163. JOHN: Thank you, Mrs. Freyman. And friends, I'd like to say that
Evelyn Freyman, who's been with this program for _____ years,
in real life goes by the name of, well, Evelyn Freyman!
164. MUSIC: THEME: OUT.

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...the interest of the United States...
...and it is the fact that the first...
...accounted for the... recorded on...

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165. JOHN: Next week, we'll hear all about the milk situation for this summer. Be with us then for another edition of ...
166. SOUND: CASH REGISTER
167. ANNCR: CONSUMER TIME!
168. SOUND: CASH REGISTER
169. JOHN: How your money buys a living in wartime!
170. SOUND: CASH REGISTER...CLOSE DRAWER.
171. ANNCR: CONSUMER TIME, written by Christine Kempton, is presented by the War Food Administration, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C. This broadcast period for CONSUMER TIME has been made available as a public service.
- This is the National Broadcasting Company.

